



LaborMarket*trends*

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Social Media and the Small Business: goldmine or landmine?

Facebook. Twitter. LinkedIn. Ning. These are just a few of the more popular online marketing/public outreach trends that can help your business grow and even soar. According to social marketing advocates, these online communication mechanisms can only help to build a buzz about your business and boost its bottom line without the high cost of marketing dollars. For small businesses, that should be music to the ear.

So why aren't more small businesses, particularly those with zero marketing budgets, taking advantage of these outlets?

Dianah Shaw, CEO of POWER Consulting, LLC, a boutique-size real estate company in the District, responds to the question with six words: *Fear of stepping in a landmine*. Shaw explains, "The name itself – social marketing – is a red flag for many small businesses already working with limited resources, be it manpower or budget. It conjures up an image of employees sitting idly at a desk chatting online about frivolous stuff, instead of working. Many small businesses see this effort as a needle in a haystack approach to generating business – one which they cannot afford."

Affordability or not, advocates of social media contend that small to midsize businesses should use social networking as a means to market their services. Businesses lacking the manpower to invest in social marketing can resort to outsourcing the responsibilities. But Shaw contends, these companies have priced themselves out of the reach of small businesses, charging \$20 - \$40 dollars an hour for a set amount of hours. For many small businesses, already with limited resources and are unsure about the returns of social marketing, Shaw argues, this approach is likened to stepping onto a landmine.

Marketing is a broad spectrum of activities that ensure that companies/organizations are meeting the needs of their customers/clients and are getting, in return, value [sales, which translates to money]. At the core of this is a company's ability to successfully communicate with its customers/clients. Social marketing allows companies to develop a solid and consistent relationship with its client base, which ultimately builds trust. The communication is direct and informal and done as a partnership. No longer is the client just the recipient of the product or the service. Instead, the client becomes a partner, helping to build and improve the product to their satisfaction and, ultimately, for their very own consumption.

Social media web tools such as Twitter (blogging and micro-blogging), Facebook, LinkedIn, Ning (social networking), BlogTalkRadio (podcasting), YouTube (video distribution) event coordination (Meetup), Flickr, Photobucket (photo sharing) and Epinions.com (product review) offers companies an opportunity to create such a partnership by engaging their clients and allowing them to be a part of the process, not just the recipient of the product. The convenience of social marketing brings people of diverse social and economic backgrounds together to the same virtual setting—a computer—where they can experience, explore, and enjoy the company's product or service.

"Entertainment is very critical to social marketing," says Shaw. "As a realtor, you are marketing yourself as well as properties for sale. The information you send to a potential buyer must grab and hold them. Integrating video, music, pictures, and vocals will help to create that sense of "virtual-ness" that puts the person in house instantly. This, in turn, increases the chances of a successful sale.

"So, yes, it can be a goldmine and generate business, particularly within an existing target group or a newly defined target group," Shaw says. But, she cautions, small business owners must realize that returns will not happen without the proper planning, implementation, and day-to-day operation required to build awareness, educate the target group, generate leads, reach new channels of prospects and generate leads, which hopefully, drive sales.

While the benefits of social marketing concentrate on communicating and engaging customers and clients, small businesses must also recognize that quality products as well as top-notch customer service are still key elements to attract and keep clients. Sure there are landmines to be found in employees' misuse and abuse of social marketing or networking; however, with the proper internal policies to mitigate misuse and measure productivity, small companies can begin to reap the benefits of the inherent goldmines of social marketing/networking: excellent exposure to prospective clients/customers; consistent communication; brand loyalty; and instant feedback on quality of product and service – at no cost to the business.

—Adrienne Staggs Davis, *Communication Strategist, Cenarios Strategic Marketing & Creative Services, LLC*



Unemployment Rates Seasonally Adjusted

	Oct. 09p	Sept. 09	Oct. 08
MICHIGAN	15.1	15.3	9.1
NEVADA	13.0	13.3	7.7
RHODE ISLAND	12.9	13.0	8.8
CALIFORNIA	12.5	12.3	8.0
SOUTH CAROLINA	12.1	11.7	7.8
DISTRICT OF COLUMBIA	11.9	11.4	7.7
OREGON	11.3	11.3	7.2
KENTUCKY	11.2	10.9	6.9
FLORIDA	11.2	11.1	6.9
ILLINOIS	11.0	10.5	7.0
NORTH CAROLINA	11.0	10.8	6.8
ALABAMA	10.9	10.7	5.7
OHIO	10.5	10.1	6.9
TENNESSEE	10.5	10.5	6.9
GEORGIA	10.2	10.1	6.9
MISSISSIPPI	9.8	9.3	7.2
INDIANA	9.8	9.7	6.4
NEW JERSEY	9.7	9.8	6.0
ARIZONA	9.3	9.1	6.5
WASHINGTON	9.3	9.1	6.2
MISSOURI	9.3	9.5	5.9
IDAHO	9.0	8.8	5.9
NEW YORK	9.0	8.9	5.6
ALASKA	8.9	8.3	6.8
MASSACHUSETTS	8.9	9.3	5.8
CONNECTICUT	8.8	8.4	6.1
PENNSYLVANIA	8.8	8.8	5.8
DELAWARE	8.7	8.3	5.5
WEST VIRGINIA	8.5	8.9	4.3
WISCONSIN	8.4	8.4	4.9
TEXAS	8.3	8.2	5.3
MAINE	8.2	8.5	5.7
NEW MEXICO	7.9	7.7	4.5
ARKANSAS	7.6	7.1	5.6
MINNESOTA	7.6	7.4	5.4
WYOMING	7.4	6.8	5.5
LOUISIANA	7.4	7.4	3.2
MARYLAND	7.3	7.2	4.8
HAWAII	7.2	7.2	4.6
OKLAHOMA	7.1	6.8	4.2
COLORADO	6.9	7.0	5.3
KANSAS	6.8	6.9	4.7
NEW HAMPSHIRE	6.8	7.2	4.0
IOWA	6.7	6.6	4.3
VIRGINIA	6.6	6.6	4.3
UTAH	6.5	6.2	4.9
VERMONT	6.5	6.7	3.5
MONTANA	6.4	6.7	4.8
SOUTH DAKOTA	5.0	4.8	3.2
NEBRASKA	4.9	4.9	3.6
NORTH DAKOTA	4.2	4.1	3.2

National Unemployment Rates

The October 2009 National unemployment rate of 9.5 percent (not seasonally adjusted) was unchanged from the rate in September 2009 and 3.4 percent higher than the rate in October 2008.

The seasonally adjusted national unemployment rate in October 2009 was 10.2 percent; up 0.4 percent from the September 2009 rate and 3.6 percent higher than the October 2008, seasonally adjusted, national unemployment rate.

State Unemployment (Seasonally Adjusted)

In October, the District of Columbia had the sixth highest unemployment rate at 11.9 percent. Michigan recorded the highest jobless rate at 15.1 percent followed by Nevada, at 13.0 percent; Rhode Island, at 12.9 percent; and California, at 12.5 percent. North Dakota at 4.2 percent, posted the lowest unemployment rate, followed by Nebraska at 4.9 percent and South Dakota at 5.0 percent.

Eight states reported statistically significant over-the-month unemployment increase in October. Alaska and Wyoming recorded the largest of these increases (+0.6 percentage point each), followed by Arkansas and the District of Columbia (+0.5 percentage points each). Forty-two states registered October rates that were not measurably different from a month earlier.

Compared to a year earlier, all states and the District of Columbia reported significant jobless rate increases from a year earlier.

District of Columbia's Unemployment Rate

District of Columbia's seasonally adjusted October 2009 unemployment rate was 11.9 percent, up 0.5 percent from the September 2009 rate. The October 2009 rate was 4.2 percent higher than the rate in October 2008.

The seasonally adjusted national unemployment rate in October 2009 was 10.2 percent; up 0.4 percent from the September 2009 rate and 3.6 percent higher than the October 2008, seasonally adjusted, national unemployment rate.

Unemployment Rates *(Not Seasonally Adjusted)*

	Oct. 09 p	Sept. 09 r	Oct. 08 a
U.S.A.	9.5	9.5	6.1
Washington, DC MSA	6.2	6.1	4.1
Washington, DC MD	6.3	6.3	4.2
D.C.	12.1	11.6	7.7
D.C. WARD 1	10.4	10.0	6.6
2	6.0	5.8	3.7
3	3.3	3.1	2.0
4	9.9	9.5	6.2
5	16.0	15.4	10.3
6	11.9	11.4	7.5
7	20.1	19.4	13.2
8	29.0	28.1	19.8

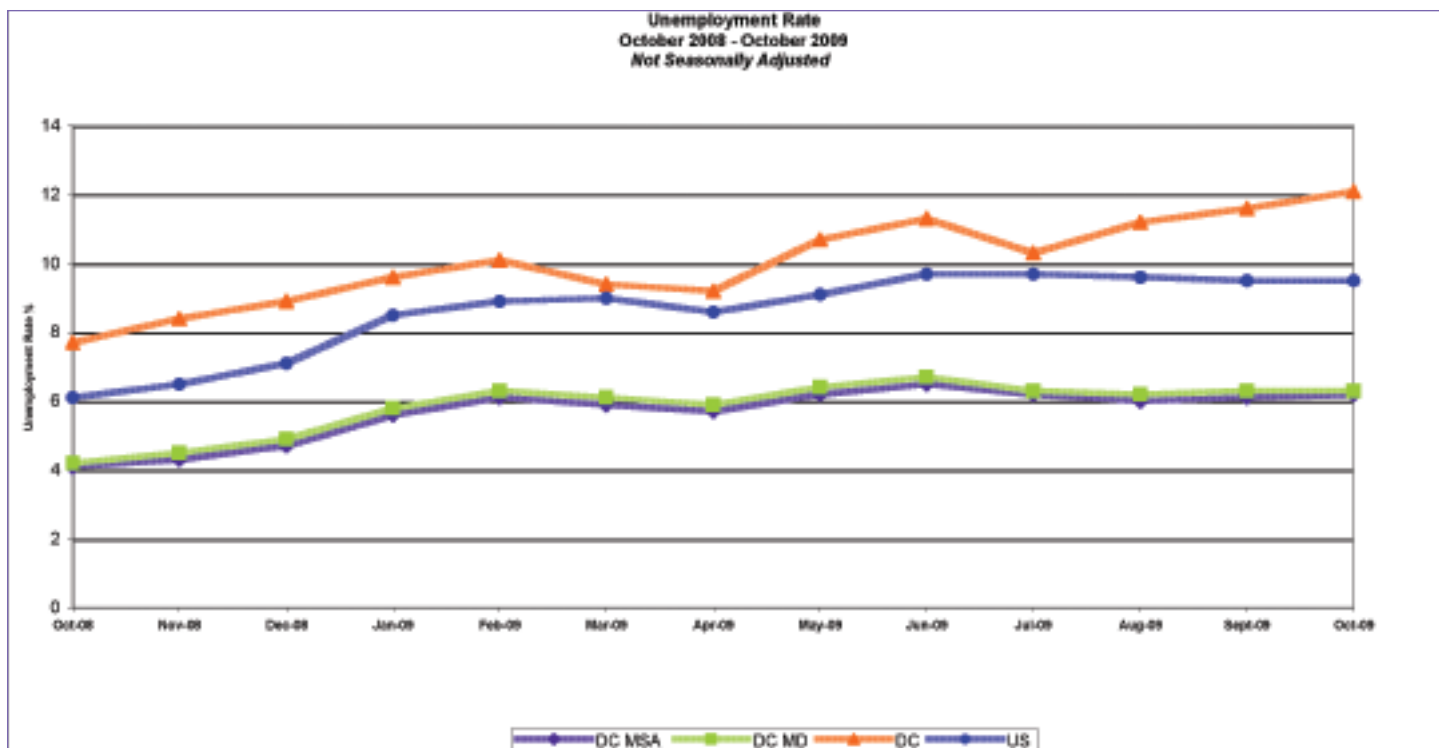
Unemployment Rates *(Seasonally Adjusted)*

U.S.A.	10.2	9.8	6.6
D.C.	11.9	11.4	7.7

p: Preliminary r: Revised a: Reflecting 2008 benchmark revisions

Note: Estimates for the latest year are subject to revision early the following calendar year. Ward labor force statistics based on Census 2000 household data.





District of Columbia's Civilian Labor Force, Employment and Unemployment

Over the month, the District's civilian labor force increased by 2,300 to 330,200. A total of 290,300 residents were employed and 39,900 were unemployed in October 2009. The number of employed residents increased by 500 along with a 1,800 increase in the number of unemployed residents resulted in a 0.5 percent rise in the not seasonally adjusted unemployment rate for October 2009.

From October 2008 to October 2009, the District's civilian labor force decreased by 1,100 as the number of employed residents decreased by 15,700 and the number of unemployed residents increased by 14,500. The District's October 2009 unemployment rate was 4.4 percent higher than the rate in October 2008.

Unemployment Insurance Benefit Statistics

In October 2009, initial claims filed for Unemployment Insurance (UI) in the District of Columbia rose 16.4 percent from the September 2009 level of 1,855 to 2,160. Over the year, UI initial claims were up 6.2 percent from the 2,033 level in October 2008. The October 2009 initial claims for all programs were up from September 2009 by 306 to 2,201 and higher by 137 or 6.6 percent from the October 2008 level of 2,064.

For the all programs total, Benefits paid decreased 21.3 percent to \$17,344,121, weeks compensated were down 21.1

percent to 58,911, first payments were down 5.1 percent to 2,672, final payments were up 4.8 percent to 1,972, and the average weekly benefit amount (A.W.B.A.) fell 0.2 percent to \$294.41. Weeks claimed was down 6.3 percent to 28,673.

Over the year, benefit statistics were mostly higher in October 2009 compared to October 2008. Benefits paid increased by 23.5 percent, weeks compensated rose 20.5 percent, first payments were up 40.3 percent, final payments were down 54.0 percent, while the average weekly benefit amount rose 2.5 percent from the \$287.20 October 2008 amount. Weeks claimed were up 35.2 percent.

Washington Metropolitan Division Civilian Labor Force Employment and Unemployment Rate

The civilian labor force in the Washington Metropolitan Division increased by 6,700 in October 2009 as employment increased by 6,600 and the number unemployed increased by 200. The unemployment rate in the Washington Metropolitan Division, at 6.3 percent in October, was unchanged from the rate in September 2009.

Over the last twelve months, the number of employed residents in the Washington Metropolitan Division fell by 68,400. With 49,200 more unemployed division residents, the division civilian labor force fell by 19,200. The metropolitan division's October 2009 unemployment rate was up 2.1 percent from the rate in October 2008.

Employment Status for the Civilian Population District of Columbia, Washington Metropolitan Division and Statistical Area — October 2009/a

	October /b 2009	September /c 2009	October /d 2008	Net Change From September /c 2009	October /d 2008
SEASONALLY ADJUSTED					
Washington, D.C.					
Civilian Labor Force	329,900	327,900	333,300	2,000	-3,400
Total Employed	290,600	290,600	307,600	0	-17,000
Total Unemployed	39,300	37,300	25,700	2,000	13,600
Unemployment Rate	11.9	11.4	7.7	0.5	4.2
SEASONALLY UNADJUSTED					
Washington, D.C.					
Civilian Labor Force	330,200	327,900	331,300	2,300	-1,100
Total Employed	290,300	289,800	306,000	500	-15,700
Total Unemployed	39,900	38,100	25,400	1,800	14,500
Unemployment Rate	12.1	11.6	7.7	0.5	4.4
Washington, D.C. Metropolitan Division					
Civilian Labor Force	2,371,400	2,364,700	2,390,600	6,700	-19,200
Total Employed	2,221,400	2,214,800	2,289,800	6,600	-68,400
Total Unemployed	150,000	149,800	100,800	200	49,200
Unemployment Rate	6.3	6.3	4.2	0.0	2.1
Suburban Ring					
Civilian Labor Force	2,674,000	2,671,400	2,698,000	2,600	-24,000
Total Employed	2,528,500	2,525,100	2,598,700	3,400	-70,200
Total Unemployed	145,400	146,200	99,100	-800	46,300
Unemployment Rate	5.4	5.5	3.7	-0.1	1.7
Washington, D.C. MSA					
Civilian Labor Force	3,004,200	2,999,300	3,029,300	4,900	-25,100
Total Employed	2,818,800	2,814,900	2,904,700	3,900	-85,900
Total Unemployed	185,300	184,300	124,500	1,000	60,800
Unemployment Rate	6.2	6.1	4.1	0.1	2.1

a/ Data may not add to the totals due to independent rounding. b/ Preliminary. c/ Revised. d/ Data reflect 2008 benchmark revisions.

Estimated Labor Force and Employment for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes The District of Columbia, Virginia Cities of Alexandria, Fairfax, Falls Church, Fredericksburg, Manassas, and Manassas Park; the Virginia Counties of Arlington, Clarke, Fairfax, Loudon, Prince William, Spotsylvania, Stafford, and Warren; the Maryland Counties of Calvert, Charles, and Prince Georges; and the West Virginia County of Jefferson.

Estimated Labor Force and Employment for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area includes the Washington-Arlington-Alexandria Metropolitan Division and the Bethesda-Frederick-Gaithersburg Metropolitan Division which includes the Counties of Frederick and Montgomery in Maryland.

SOURCE: Prepared by the D.C. Department of Employment Services, Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs, and the U.S. Department of Labor, Bureau of Labor Statistics

Washington Metropolitan Area Civilian Labor Force Employment and Unemployment Rate

The civilian labor force in the suburban ring of communities surrounding the District of Columbia increased by 2,600 in October 2009 as employment rose by 3,400 and the number of unemployed residents decreased by 800. The unemployment rate in the suburban ring, at 5.4 percent in October, was down 0.1 percent from the rate in September 2009.

Over the year, there was a decrease of 70,200 employed residents in the suburban ring. With 46,300 more unemployed suburban residents, the suburban civilian labor force fell by 24,000. The suburban ring's October unemployment rate was up 1.7 percent from October 2008.

For the Washington Metropolitan Statistical Area, the number of persons in the civilian labor force increased by 4,900 in October 2009. The number of employed residents increased by 3,900 and the number of unemployed residents increased by 1,000. The metropolitan area's unemployment rate for October 2009 is 6.2 percent, up 0.1 percent from the rate in September 2009.

Compared to October 2008, the metropolitan area's civilian labor force fell by 25,100. Employment decreased by 85,900 and unemployed rose by 60,800. The Washington Metropolitan area's October 2009 unemployment rate was up 2.1 percent from the October 2008 rate of 4.1 percent.

Selected Unemployment Insurance Benefit Statistics (Regular Programs)
District of Columbia | October 2009

	October 2009	September 2009	October 2008	% Change From September 2009 October 2008	
State UI Program a/					
Initial Claims	2,160	1,855	2,033	16.4	6.2
Weeks Claimed	27,925	29,735	20,759	-6.1	34.5
Weeks Compensated	56,870	71,915	47,086	-20.9	20.8
Benefits Paid	\$16,691,185	\$21,125,081	\$13,480,857	-21.0	23.8
A.W.B.A.	\$293.50	\$293.75	\$286.30	-0.1	2.5
First Payments	2,591	2,723	1,842	-4.8	40.7
Final Payments	1,889	1,758	4,067	7.5	-53.6
Beneficiaries	n/a	n/a	n/a	n/a	n/a
Federal Program b/					
Initial Claims	32	37	28	-13.5	14.3
Weeks Claimed	642	760	358	-15.5	79.3
Weeks Compensated	1,920	2,630	1,645	-27.0	16.7
Benefits Paid	\$613,287	\$855,504	\$506,005	-28.3	21.2
A.W.B.A.	\$319.42	\$325.29	\$307.60	-1.8	3.8
First Payments	73	89	59	-18.0	23.7
Final Payments	80	124	200	-35.5	-60.0
Beneficiaries	n/a	n/a	n/a	n/a	n/a
Ex-Servicepersons Program c/					
Initial Claims	9	3	3	200.0	200.0
Weeks Claimed	106	105	95	1.0	11.6
Weeks Compensated	121	134	154	-9.7	-21.4
Benefits Paid	\$39,649	\$44,246	\$52,764	-10.4	-24.9
A.W.B.A.	\$327.68	\$330.19	\$342.62	-0.8	-4.4
First Payments	8	4	3	100.0	166.7
Final Payments	3	0	18	n/a	-83.3
Beneficiaries	n/a	n/a	n/a	n/a	na
Total - All Programs					
Initial Claims	2,201	1,895	2,064	16.1	6.6
Weeks Claimed	28,673	30,600	21,212	-6.3	35.2
Weeks Compensated	58,911	74,679	48,885	-21.1	20.5
Benefits Paid	\$17,344,121	\$22,024,831	\$14,039,626	-21.3	23.5
A.W.B.A.	\$294.41	\$294.93	\$287.20	-0.2	2.5
First Payments	2,672	2,816	1,904	-5.1	40.3
Final Payments	1,972	1,882	4,285	4.8	-54.0
Beneficiaries	n/a	n/a	n/a	n/a	n/a

a/ Includes joint claims with Unemployment Compensation for Federal Employees (UCFE) and/or Unemployment Compensation for Ex-Servicepersons (UCX).

b/ Includes joint claims with Unemployment Compensation of Ex-Servicepersons (UCX).

c/ No joint claims.

District of Columbia Job Growth

The number of District wage and salary jobs increased by 10,200 in October 2009. The private sector gained 7,700 jobs while the public sector gained 2,500 jobs. In the private sector, trade, transportation and utilities added 200 jobs, educational and health services gained 4,700 jobs, leisure and hospitality gained 1,700 jobs and other services gained 1,600 jobs. Job losses were registered in professional and business services which dropped 200 jobs, mining, logging and construction lost 100 jobs, and information lost 200 jobs. Meanwhile, manufacturing and financial activities were unchanged over the month. In the public sector, the Federal Government gained 2,500 jobs; State Government and transportation were unchanged over the month.

In the last twelve months, the District gained a total of 600 jobs. The private sector lost 7,300 jobs and the public sector gained 7,900 jobs. The private sector growth occurred in educational and health services up by 700 jobs and leisure and hospitality up by 600 jobs. Job losses occurred in professional and business services down by 3,300 jobs, other services down by 1,200 jobs, mining, logging and construction down by 900 jobs, trade, transportation and utilities down by 900 jobs, financial activities down by 800 jobs, information down by 1,400 jobs, and manufacturing down by 100 jobs. In the public sector, the District Government lost 600 jobs, the Federal Government gained 8,500 jobs, and transportation was unchanged.

Washington Metropolitan Division Job Growth

Total wage and salary employment in the Washington Metropolitan Division increased over the month by 25,800 jobs. The private sector increased by 11,300 jobs, while the public sector gained 14,500 jobs. Within the private sector, gains were registered in professional and business services up by 3,500 jobs, trade, transportation and utilities up by 2,600 jobs, financial activities up by 500 jobs educational and health services up by 4,900 jobs and other services up by 1,600. Job losses were registered in leisure and hospitality down by 1,000 jobs, mining, logging and construction down by 300 jobs, information down by 200 jobs and manufacturing down by 300 jobs. In the public sector, the federal government gained 1,700 jobs; the state government gained 7,800 jobs; and the local government gained 5,000 jobs.

During the last twelve months, the Washington Metropolitan Division lost a total of 25,700 jobs. The private sector dropped 45,000 jobs and the public sector gained 19,300 jobs. The private sector growth occurred in educational and health services up by 1,700 jobs. Losses occurred in professional and business services down by 8,000 jobs, other services down by 2,200 jobs, leisure and hospitality down by 2,600 jobs, trade,

transportation and utilities down by 10,800 jobs, mining, logging and construction down by 12,700 jobs, financial activities down by 2,300 jobs, information down by 5,700 jobs, and manufacturing down by 2,400 jobs. In the public sector, local government gained 200 jobs; the federal government increased by 10,700 jobs; and state government added 8,400 jobs.

Washington Metropolitan Statistical Area Job Growth

Total wage and salary employment in the Washington Metropolitan Statistical Area increased over the month in October 2009 by 26,000. The private sector increased by 9,700 jobs and the public sector increased by 16,300 jobs. Within the private sector, gains were recorded in educational and health services up by 6,000 jobs, trade, transportation and utilities up by 2,600 jobs, professional and business services up by 2,200 jobs and other services up by 1,700 jobs. Losses were registered in leisure and hospitality down by 1,200 jobs, mining, logging and construction down by 900 jobs, manufacturing and financial activities down by 300 jobs each and information down by 100 jobs. In the public sector, the federal government gained 2,000 jobs.

During the past twelve months, the Washington Metropolitan Statistical Area lost 23,900 jobs. The private sector lost 45,600 jobs and the public gained 21,700 jobs. Private sector gains were registered in professional and business services up by 100 jobs and educational and health services up by 800 jobs. Losses occurred in other services down by 2,400 jobs, leisure and hospitality down by 300 jobs, trade, transportation, and utilities down by 15,600 jobs, mining, logging and construction down by 14,800 jobs, financial activities down by 4,900 jobs, information down by 5,700 jobs and manufacturing down by 2,800 jobs. In government, the federal government gained 12,700 jobs over the year.



Wage and Salary Employment by Industry and Place of Work a/ [in Thousands]

INDUSTRY	District of Columbia			Metropolitan Division		
	Oct. b/ 2009	Sept. c/ 2009	Oct. 2008	Oct. b/ 2009	Sept. c/ 2009	Oct. 2008
TOTAL	713.9	703.7	713.3	2,417.4	2,391.6	2,443.1
Total Private Sector	471.8	464.1	479.1	1,832.0	1,820.7	1,877.0
Total Government	242.1	239.6	234.2	585.4	570.9	566.1
Total Goods Producing	13.5	13.6	14.5	157.3	157.9	172.4
Manufacturing	1.3	1.3	1.4	37.7	38.0	40.1
Durable Goods	na	na	na	22.6	22.7	24.1
Non-Durable Goods	na	na	na	15.1	15.3	16.0
Mining, Logging & Construction	12.2	12.3	13.1	119.6	119.9	132.3
Construction of Buildings	na	na	na	24.6	25.2	28.3
Heavy and Civil Engineering Construction	na	na	na	15.5	15.7	16.7
Specialty Trade Contractors	na	na	na	79.1	78.9	86.3
Total Service Providing	700.4	690.1	698.8	2,260.1	2,233.7	2,270.7
Trade, Transportation & Utilities	27.0	26.8	27.9	306.5	303.9	317.3
Wholesale Trade	4.7	4.7	4.8	52.9	53.0	54.6
Retail Trade	17.8	17.6	18.4	196.7	194.0	205.8
Motor Vehicle and Parts Dealers	na	na	na	23.4	24.5	23.8
Building Material and Garden Equipment and Supplies Dealers	na	na	na	14.1	14.3	15.4
Food & Beverage Stores	na	na	na	40.1	39.9	40.9
Clothing and Clothing Accessories Stores	na	na	na	22.2	21.5	24.0
Department Stores	na	na	na	23.9	24.6	25.0
Transportation, Warehousing & Utilities	4.5	4.5	4.7	56.9	56.9	56.9
Utilities	na	na	na	7.5	7.5	7.6
Transportation & Warehousing	na	na	na	49.4	49.4	49.3
Air Transportation	na	na	na	13.2	13.0	12.5
Information	18.8	19.0	20.2	68.0	68.2	73.7
Publishing industries (except Internet)	6.7	6.7	7.0	na	na	na
Financial Activities	27.4	27.4	28.2	106.6	106.1	108.9
Finance and insurance	15.9	15.9	16.7	67.6	66.8	68.3
Credit Intermediation and Related Activities	7.7	7.6	7.8	37.0	36.5	37.2
Depository Credit Intermediation	na	na	na	18.6	18.5	19.0
Nondepository Credit Intermediation	na	na	na	13.1	13.3	14.0
Real Estate and Rental and Leasing	11.5	11.5	11.5	39.0	39.3	40.6
Professional and Business Services	150.9	151.1	154.2	554.1	550.6	562.1
Professional, Scientific, and Technical Services	100.6	100.6	104.2	373.4	372.7	380.9
Legal Services	34.6	34.6	36.1	45.1	45.2	48.4
Accounting, Tax Preparation, Bookkeeping, & Payroll Services	na	na	na	18.8	18.7	19.3
Architectural, Engineering, & Related Services	na	na	na	47.2	47.2	47.3
Computer Systems Design and Related Services	na	na	na	136.7	136.9	135.4
Management, Scientific, and Technical Consulting Services	na	na	na	70.7	70.6	71.3
Scientific Research and Development Services	11.7	11.7	12.1	na	na	na
Management of Companies and Enterprises	na	na	na	31.2	31.2	31.7
Administrative & Support & Waste Management & Remediation Services	48.9	49.1	48.6	149.5	146.7	149.5

Wage and Salary Employment by Industry and Place of Work a/ [in Thousands] *continued*

INDUSTRY	District of Columbia			Metropolitan Division		
	July b/ 2009	June c/ 2009	July 2008	July b/ 2009	June c/ 2009	July 2008
<i>(continued)</i>						
Employment Services	12.8	12.9	12.9	30.5	29.5	30.3
Investigation and Security Services	9.3	9.2	8.8	na	na	na
Services to Buildings and Dwellings	11.2	11.4	11.6	48.3	47.9	49.9
Educational and Health Services	107.6	102.9	106.9	273.4	268.5	271.7
Educational Services	48.9	44.5	49.8	85.0	80.3	84.6
Colleges, Universities, and Professional Schools	33.4	31.0	36.7	54.4	50.8	49.8
Health Care and Social Assistance	58.7	58.4	57.1	188.4	188.2	187.1
Ambulatory Health Care Services	13.7	13.6	13.2	71.0	70.5	67.8
Offices of Physicians	na	na	na	27.3	27.5	26.6
Outpatient Care Centers	na	na	na	8.7	8.6	8.7
Hospitals	25.5	25.8	25.3	58.5	58.6	58.2
Nursing and Residential Care Facilities	7.0	7.0	6.8	26.6	26.7	27.6
Social Assistance	na	na	na	32.3	32.4	33.5
Child Day Care Services	na	na	na	14.3	14.2	14.4
Leisure and Hospitality	60.6	58.9	60.0	213.7	214.7	216.3
Arts, Entertainment, and Recreation	7.2	7.0	7.4	25.7	27.8	29.1
Accommodation and Food Services	53.4	51.9	52.6	188.0	186.9	187.2
Accommodation	14.9	14.3	15.1	35.8	35.7	36.6
Food Services and Drinking Places	38.5	37.6	37.5	152.2	151.2	150.6
Full-Service Restaurants	19.2	19.1	19.1	76.9	76.7	76.4
Limited-Service Eating Places	11.0	10.9	11.3	63.4	62.9	60.1
Special Food Services	5.2	5.2	4.8	11.6	12.4	12.1
Other Services	66.0	64.4	67.2	152.4	150.8	154.6
Personal and Laundry Services	na	na	na	28.5	28.4	26.6
Religious, Grantmaking, Civic, Professional, & Similar Organizations	58.8	57.4	60.0	111.4	109.7	111.5
Business, Professional, Labor, Political, & Similar Organizations	27.2	26.9	28.1	43.5	43.2	45.0
Government	242.1	239.6	234.2	585.4	570.9	566.1
Federal Government	202.4	199.9	193.9	315.4	313.7	304.7
State Government & Local Government / Public Transportation	39.7	39.7	40.3	na	na	na
State Government	35.9	35.9	36.5	89.5	81.7	81.1
Local Government	na	na	na	180.5	175.5	180.3
Public Transportation	3.8	3.8	3.8	na	na	na

a/ Data may not equal totals due to independent rounding. Data reflects 2008 benchmark revisions. b/ Preliminary. c/ Revised.

Data includes all full and part-time employees who worked or received pay for any part of pay period which includes the 12th of the month. Proprietors, self-employed, unpaid family workers, and private household workers are excluded. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes the District of Columbia; Calvert County, MD; Charles County, MD; Prince George's County, MD; Arlington County, VA; Clarke County, VA; Fairfax County, VA; Fauquier County, VA; Loudoun County, VA; Prince William County, VA; Spotsylvania County, VA; Stafford County, VA; Warren County, VA; Alexandria City, VA; Fairfax City, VA; Falls Church City, VA; Fredericksburg City, VA; Manassas City, VA; Manassas Park City, VA; and Jefferson County, WV

SOURCE: Prepared by the Department of Employment Services Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs and the U.S. Bureau of Labor Statistics.

**Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area
Wage and Salary Employment by Industry and Place of Work a/ (In Thousands)**

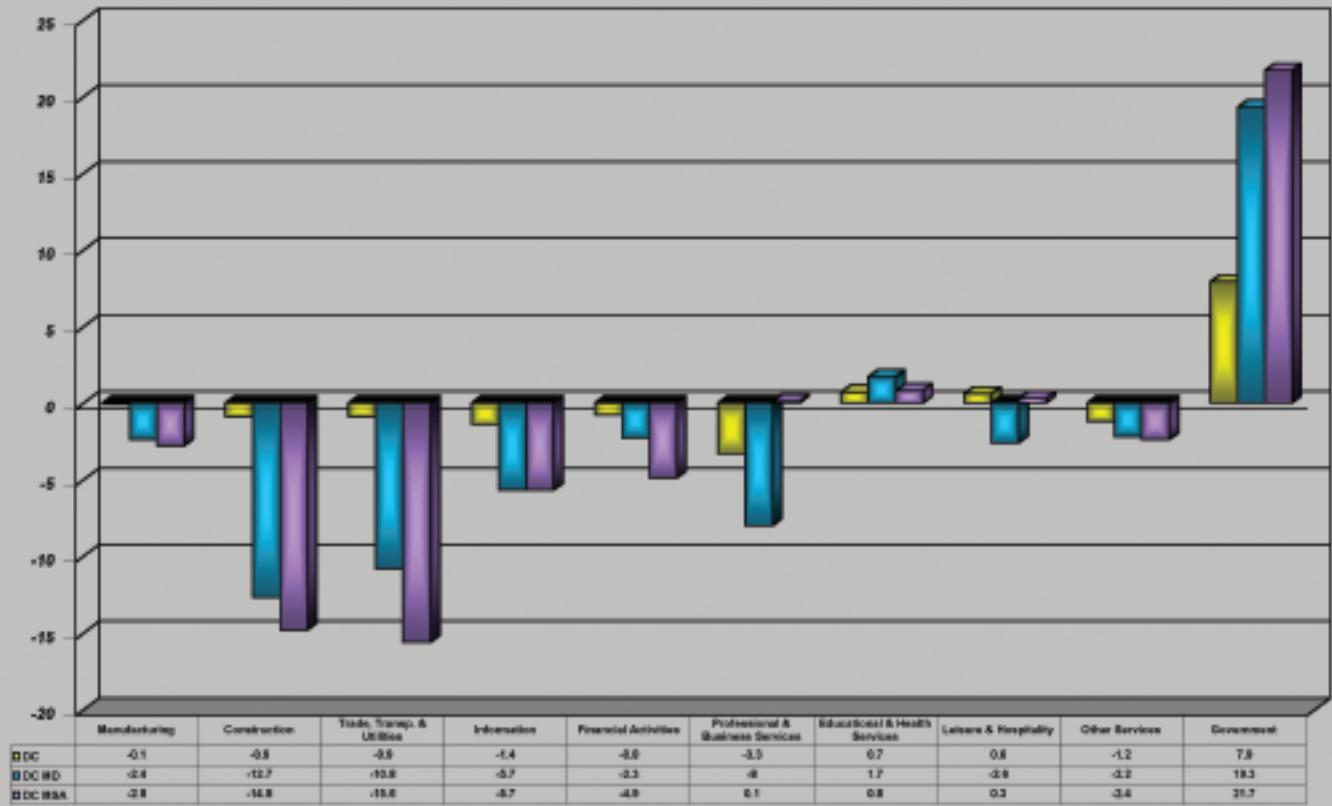
INDUSTRY	Oct. b/ 2009	Sept. c/ 2009	Oct. 2008	Change from	
				Sept. 2009	Oct. 2008
TOTAL	2995.7	2969.7	3019.6	26.0	-23.9
Total Private Sector	2307.4	2297.7	2353.0	9.7	-45.6
Total Government	688.3	672.0	666.6	16.3	21.7
Total Goods Producing	214.3	215.5	231.9	-1.2	-17.6
Manufacturing	57.3	57.6	60.1	-0.3	-2.8
Mining, Logging & Construction	157.0	157.9	171.8	-0.9	-14.8
Specialty Trade Contractors	101.2	101.3	109.2	-0.1	-8.0
Total Service Providing	2781.4	2754.2	2787.7	27.2	-6.3
Trade, Transportation & Utilities	382.4	379.8	398.0	2.6	-15.6
Wholesale Trade	67.6	67.6	69.8	0.0	-2.2
Retail Trade	251.5	248.9	264.7	2.6	-13.2
Food & Beverage Stores	53.5	53.3	54.4	0.2	-0.9
Department Stores	31.0	31.6	32.4	-0.6	-1.4
Transportation, Warehousing & Utilities	63.3	63.3	63.5	0.0	-0.2
Information	84.5	84.6	90.2	-0.1	-5.7
Financial Activities	146.9	147.2	151.8	-0.3	-4.9
Finance and insurance	96.1	95.5	97.6	0.6	-1.5
Credit Intermediation and Related Activities	48.8	48.5	49.6	0.3	-0.8
Professional and Business Services	687.6	685.4	687.5	2.2	0.1
Professional, Scientific, and Technical Services	456.7	456.4	460.0	0.3	-3.3
Computer Systems Design and Related Services	158.4	158.5	156.5	-0.1	1.9
Administrative & Support & Waste Management & Remediation Services	187.5	185.1	187.7	2.4	-0.2
Employment Services	39.6	38.9	40.0	0.7	-0.4
Educational and Health Services	346.6	340.6	345.8	6.0	0.8
Health Care and Social Assistance	249.1	248.3	249.1	0.8	0.0
Ambulatory Health Care Services	96.9	96.2	93.4	0.7	3.5
Offices of Physicians	38.2	38.3	37.2	-0.1	1.0
Hospitals	71.5	71.6	71.1	-0.1	0.4
Leisure and Hospitality	261.8	263.0	262.1	-1.2	-0.3
Accommodation and Food Services	227.8	226.1	224.8	1.7	3.0
Food Services and Drinking Places	187.2	186.3	185.0	0.9	2.2
Other Services	183.3	181.6	185.7	1.7	-2.4
Government	688.3	672.0	666.6	16.3	21.7
Federal Government	362.9	360.9	350.2	2.0	12.7

a/ Data may not equal totals due to independent rounding. Data reflects 2008 benchmark revisions. b/ Preliminary. c/ Revised.

Data includes all full and part-time employees who worked or received pay for any part of pay period which includes the 12th of the month. Proprietors, self-employed, unpaid family workers, and private household workers are excluded. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Statistical Area includes The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division and the Bethesda-Frederick-Gaithersburg, MD Metropolitan Division. The Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan Division includes the District of Columbia; Calvert County, MD; Charles County, MD; Prince George's County, MD; Arlington County, VA; Clarke County, VA; Fairfax County, VA; Fauquier County, VA; Loudoun County, VA; Prince William County, VA; Spotsylvania County, VA; Stafford County, VA; Warren County, VA; Alexandria City, VA; Fairfax City, VA; Falls Church City, VA; Fredericksburg City, VA; Manassas City, VA; Manassas Park City, VA; and Jefferson County, WV. SOURCE: Prepared by the Department of Employment Services Office of Labor Market Research and Information in cooperation with the Virginia Employment Commission, the Maryland Department of Labor, Licensing and Regulation, the West Virginia Bureau of Employment Programs and the U.S. Bureau of Labor Statistics.

Net Job Change
October 2008 - October 2009

Jobs in Thousands



TOP 30 HIGH DEMAND OCCUPATIONS IN D.C.

	Average Annual Openings	Mean Hourly Wage
Business Operations Specialists, all other	353	\$40.40
Lawyers	240	\$69.00
Computer Software Engineers, Applications	210	\$38.57
Security Guards	182	\$14.23
Janitors & Cleaners, Except Maids & Housekeeping cleaners	181	\$11.74
Public Relations Specialists	178	\$44.06
Office Clerks, General	174	\$15.69
Paralegals & Legal Assistants	160	\$27.62
Elementary School Teachers, Except Special Ed	157	****
Customer Service Representatives	140	\$17.36
Computer Systems Analysts	139	\$38.56
Network & Computer Systems Administrators	134	\$35.76
Executive Secretaries & Administrative Assistants	132	\$22.96
Maids & Housekeeping Cleaners	126	\$13.25
Network Systems & Data Communications Analysts	122	\$35.22
Accountants & Auditors	117	\$34.21
Food Preparation Workers	116	\$11.22
Child Care Workers	110	\$11.75
Management Analysts	106	\$37.57
Legal Secretaries	99	\$28.90
Waiters & Waitresses	97	\$10.92
Laborers & Freight, Stock, & Material Movers, Hand	97	\$13.44
Writers & Authors	91	\$30.39
General & Operations Managers	86	\$58.68
Social & Human Service Assistants	84	\$16.77
Teacher Assistants	79	****
Combined Food Preparation Workers, Inc Fast Food	77	\$10.66
Registered Nurses	77	\$32.09
Receptionists & Information Clerks	71	\$14.44
Retail Salespersons	70	\$12.64

****Data Suppressed

Openings - based on the 2006-2016 Occupational Employment Projections of the Department of Employment Services (Does not include Farm, Fishing & Forestry occupations.)

Wage data - source: Occupational Employment Survey of the U.S. Bureau of Labor Statistics, May 2007

TOP 20 EMPLOYERS IN THE PRIVATE SECTOR IN D.C.

Rank	Employer
1	Howard University
2	Georgetown University
3	George Washington University
4	Washington Hospital Center
5	Children's National Medical Center
6	Fannie Mae
7	Georgetown University Hospital
8	American University
9	Providence Hospital
10	Howard University Hospital
11	The Washington Post
12	Corporate Advisory Board
13	Catholic University of America
14	Sibley Memorial Hospital
15	Marriott Hotel Services
16	George Washington University Hospital
17	American National Red Cross
18	Admiral Security
19	Hyatt Regency
20	Safeway Inc.

(Based on employment levels reported to the District's Unemployment Compensation Program as of September 2006. Ranked by size of workforce.)

CONSUMER PRICE INDEX, ANNUAL CHANGE IN %

All items. All urban consumers.

	Oct. 09	Sept. 09	Oct.08	Sept. 08
Wash.-Balti. DC-MD-VA-WV	na	-0.8	na	5.5
U.S.A.	-0.2	-1.3	3.7	4.9

(All items. All urban consumers. Not Seasonally Adjusted.)
(1982-84 =100 for U.S. Nov. 1996 = 100 for Washington-Baltimore, DC-MD-VA-WV)
na: not available



DEMOGRAPHIC / ECONOMIC INDICATORS

	D.C.	U.S.A.
Population, July 1, 2008 estimate	591,833	304,059,724
Population, percent change* (April 1, 2000-July 1, 2008)	3.8%	8.0%
Persons under 18 years old, 2008	18.9%	24.3%
High school graduates, percent (Persons age 25+, 2007)	85.7%	84.5%
Homeownership rate, 2006	45.8%	67.3%
Median household income, 2007	\$54,317	\$41,994
Per capita income, 2007	\$40,379	\$21,587
Persons below poverty, percent, 2007	17.1%	13.0%
Retail sales per capita, 2002	\$5,422	\$10,615
Private nonfarm employment, percent change (Average annual rate; 1998-2008)	14.9%	8.8%
Persons per square mile, 2000	9,378.0	79.6

Sources: U.S. Census Bureau, 2008 Population Estimates, 2007 American Community Survey, Economic Census 2002, 2000 Census, U.S. Bureau of Labor Statistics, Current Employment Statistics Program

DISTRICT OF COLUMBIA TOP 30 FASTEST GROWING OCCUPATIONS 2006 - 2016*

Occupational Title	Empl 2006	Empl 2016	Growth Rate
Network Systems and Data Communications Analysts	1,912	3,132	6.38%
Computer Software Engineers, Applications	4,111	6,212	5.11%
Vocational Education Teachers, Postsecondary	183	261	4.26%
Special Education Teachers, Middle School	303	424	3.99%
Special Education Teachers, Preschool, Kindergarten, and Elementary	319	443	3.89%
Industrial Engineers	409	563	3.77%
Elementary School Teachers, except Special Education	4,254	5,822	3.69%
Substance Abuse and Behavioral Disorder Counselors	456	622	3.64%
Middle School Teachers, except Special and Vocational Education	1,582	2,156	3.63%
Home Health Aides	914	1,239	3.56%
Personal and Home Care Aides	1,266	1,708	3.49%
Computer Systems Analysts	4,202	5,591	3.31%
Self-enrichment Education Teachers	1,078	1,434	3.30%
Forensic Science Technicians	131	174	3.28%
Social and Human Service Assistants	2,628	3,465	3.18%
Education Administrators, Elementary and Secondary School	517	680	3.15%
Court Reporters	543	714	3.15%
Computer Software Engineers, Systems Software	2,448	3,208	3.10%
Network and Computer Systems Administrators	4,459	5,803	3.01%
Secondary School Teachers, except Special and Vocational Education	1,731	2,240	2.94%
Database Administrators	1,786	2,311	2.94%
Fitness Trainers and Aerobics Instructors	1,043	1,342	2.87%
Dental Hygienists	278	357	2.84%
Special Education Teachers, Secondary School	317	406	2.81%
Kindergarten Teachers, except Special Education	353	452	2.80%
Tour Guides and Escorts	376	480	2.77%
Sales Representatives, Services, All Other	1,562	1,989	2.73%
Child Care Workers	4,027	5,124	2.72%
Lodging Managers	184	234	2.72%
Mental Health Counselors	406	505	2.44%

(The fastest growing occupations are those with over 100 jobs and highest growth rates.)

Note: *Based on the 2006 - 2016 Occupational Employment Projections of the Department of Employment Services

Source: Department of Employment Services, Office of Labor Market Research and Information



The Labor Market Trends Washington Metropolitan Newsletter is a monthly publication of the D.C. Department of Employment Services' Office of Labor Market Research and Information (OLMRI). John Kangethe is Acting Associate Director of OLMRI. For inquiries/comments/suggestions, please call (202) 671-1633.

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In accordance with the D.C. Human Rights Act of 1977, as amended, D.C. Official Code Section 2-1401.01 et seq., (Act) the District of Columbia does not discriminate on the basis of actual or perceived: race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, familial status, family responsibilities, matriculation, political affiliation, disability, source of income, or place of residence or business. Sexual harassment is a form of sex discrimination which is prohibited by the Act. In addition, harassment based on any of the above protected categories is prohibited by the Act. Discrimination in violation of the Act will not be tolerated. Violators will be subject to disciplinary action.

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LABOR MARKET RESEARCH INFORMATION

District of Columbia



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